

**Sam Levy**  
Torrance



**The "Satan"**  
A rich black satin model with neat patent leather trimmings. A very chic slipper with modish Louis-heel. Very attractively priced.

**\$6.95**

**Early Spring Arrivals**  
of the Nationally Famous  
**RED CROSS Footwear**

We picture only a few models—but we are exhibiting others at our store.

**WHITE KID**  
They play an important role in the new Spring style show. This trim white one-strap slipper is a brand new creation by Red Cross designers. Its charm is in its shapeliness, and it fits like a glove—and holds its fit. A really high class model at a most reasonable price.

**\$7.95**

**Black PATENT**  
One-strap slippers will be worn extensively by the well-dressed woman this Spring and Summer. This is one of the new models in black patent that is sure to please critical tastes.

**\$7.95**

**Sam Levy**  
New and Larger Store  
Sartori Avenue Torrance

**BRIEF NEWS**

**HOMES OF BRICK AT COST OF FRAME**

At least the Best kind of a house is within reach of Everybody. By a new development in Bricklaying it has become possible to erect a Beautiful, Substantial, Dry and Fireproof house at a cost no more than frame. Relieves one of the Burden of Painting and Upkeep. Fire Hazard, etc.

There are many other good reasons why you should build for permanency.

Let us tell you about it.

**TORRANCE BRICK CO.**  
Phone 38 Torrance

Torrance tennis enthusiasts have paid for the resurfacing of the tennis court on Dominguez Land Corporation property on El Prado.

Dr. George P. Shidler addressed the Parent-Teacher Association at Redondo Beach Tuesday night.

Contractors are now laying "hot stucco" on some of the alleys in the business district.

The latest victim of the persistent dog poisoners in Torrance is the family pet of Mr. and Mrs. George Watson of Andreo avenue.

Instead of presenting cigars to the Rotary Club on the advent into the world of his new eight-pound son, Dr. Robert Hoag donated \$5 to the club's charity fund.

Plans for the new home of the Women's Club of Torrance have been received and are being studied by the building committee. It is the intention of the club to have the work done entirely by Torrance contractors with material purchased in Torrance.

Bill Morrison, popular employe in the mining department of the Union Tool Company, caught the middle finger of his right hand in the feed gears of his machine, making amputation of the first joint necessary.

Mrs. A. W. Malone and sons, who have been ill with grip, are slowly recovering, though still confined to the house.

**Safeway Stores**  
**New Name for Seelig Shops**

New owners of the large grocery interests that formerly went under the name of Sam Seelig have decided on the name "Safeway" for the stores which they are operating. Mr. Seelig disposed of his interest in the company some time ago.

Before selecting this name officials consulted literary advertising men, historians and business executives in an effort to select a name that would convey to the public the policy according to which the stores will be operated—a name that would be a slogan, that would give a promise, that would become a guarantee of service and quality.

W. R. H. Weldon is president of the Safeway Stores, Incorporated. He has been in the merchandising business in Southern California for 30 years and was head of the Channel Commercial Company for years.

Edward Dale, vice-president, was in business in Colorado for many years. He was the first man to open an open-front store in Southern California when he was head of the Acme Stores. Mr. Dale will have charge of all purchases for the Safeway Stores.

Edward M. Selby, secretary, is a former attorney with an enviable record.

W. E. Dent, treasurer, has been with the company for many years—since the company operated only four stores.

A. I. Stewart is superintendent of stores.

The operations of the company require a great and efficient organization. The company makes its own fixtures and maintains a shop for this purpose. An engineering department is maintained. The company operates a box factory, where wooden boxes are repaired and used time and again. The company owns a warehouse five stories high, from which merchandise goes out to the various stores—with an efficiency that enables the company to boast that it has the lowest transportation cost of any similar organization in the United States.

Employees of the company benefit from a bonus system and every employe is given an insurance policy by the company. The policies range from \$500 to \$1000.

**President Outlines Big Program**

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While the possibilities of a successful year for Chamber of Commerce accomplishment are many, the public should not expect too much. In the work of locating new industries here, for example, definite results cannot be obtained immediately. If one fully realizes the benefits brought by new industries to a community, he will realize that if the chamber this year did nothing more than induce one industry employing only 25 men to move to Torrance the \$15,000 fund for 1925 would have been well spent. This does not mean that the chamber should limit its activities or rent on its ears after accomplishing something worth while.

"The people of Torrance have made possible a rejuvenation of the chamber by giving generously of their money and pledging their moral support. I can only say that the new board of directors appreciates its responsibility and will try to measure up to the big task that is before it."

**Residence Changes And Newcomers to City of Torrance**

A. B. Stone from 911-B Portola; E. T. Kelly from house V, Spurlin Court, to 2937 Pine St.; Mrs. Grace Villa from Apt. 3, Mosk Apts., to El Prado Apts.; E. E. Jarves to 1830 Plaza del Amo; Mrs. J. R. Cook to 911 Portola; Mrs. D. Ruppert from 1810 1/2 Marcellina to 2011 Andreo; Charles E. Ackley from 2060 220th St. to 2005 Arlington; Mrs. C. O. Libby from 712-A Anampola to 2611 Arlington; R. A. Decker from 302 Sartori; R. Sandeschoff to 1419-B Marcellina; Mrs. Grant Morse from 1218 Anampola; Grace E. Tarbert from 1207 Anampola to 813 Cota; H. L. Rusey from 2258 Maricopa; R. A. Noely from 1718 Marcellina; Mrs. C. B. Bond to 916 Cota (rear); M. S. Rundell to 1538-C Marcellina; R. W. Beane to Apt. B, 1305 Redondo Blvd.; Henry Grubb to Apt. G, Spurlin Court; W. W. Crowe to 2825-A Redondo Blvd.; C. H. Harris from 2064 220th; M. M. Porter to 820 Portola; A. B. Walker to 908 Cabrillo; Mrs. Lila Payne from house S, Spurlin Court; W. E. Higginbotham from 904 Portola.

Mr. and Mrs. Charles Meyers of 1732 Cabrillo avenue are entertaining Mr. and Mrs. Fred Knapp of Redlands, who have enjoyed three days in Torrance.

**The Man with a Home Is the Man Who Holds His Job**

When employment is scarce, it is the steady reliable man who is kept on the pay roll. The fellow who jumps around is let go.

Home owners are usually steady responsible men, and employers know it. That's why the man that owns his home is the one who is kept on the job.

If you don't own your home, start now by depositing a little out of every pay check in a savings account until you have sufficient to make the down payment on a home.

It's the best "job insurance" you can get.

**State Exchange Bank**  
"THE COMMUNITY BANK"  
—WE PAY 4% ON SAVINGS ACCOUNTS—  
TORRANCE CALIF.

You have tried the rest.  
Now eat the best.  
Hot Bread, 1 1/2 lb., 12c

**TOP'S BAKERY**  
Torrance

**STONE & MYERS**  
Licensed Embalmers  
TORRANCE LOMITA  
1732 Cabrillo Phone 195 1204 Narbonne Phone 397

**Insurance of All Kinds**

**TOM FOLEY**  
1405 Marcellina Ave., Torrance  
Phone 135-M

LIFE FIRE HEALTH ACCIDENT AUTOMOBILE SURETY BOND COMPENSATION PLATE GLASS BURGLARY PUBLIC LIABILITY ETC.

**MILK**



**PURE MILK MAKES ROSY CHEEKS**  
Give the Children plenty of it, but be sure it is PURE. That's why it is essential to get all your dairy products from the Central Dairy.

Wholesale **CENTRAL DAIRY** Retail  
Phone Lomita 54 HARBOR CITY

**STEER BEEF**  
**HAS ONE-THIRD MORE FOOD**  
**VALUE THAN COW BEEF**

Don't be penny wise and pound foolish. Quality counts and is the only true economy.

We sell nothing but No. 1 STEER BEEF—and you can bank on it, every time.

**ROCK BOTTOM MARKET**  
Daley Store, Cabrillo Ave., Torrance  
L. OTT, Proprietor.

**Overheard on the Alleys**

George: "Get much distance on your radio lately, Lawrence?"

Lawrence: "I should say so. Got New Zealand last night."

George: "Well, I ain't much for distance. What I strive for is selectivity. You know, last night there was a couple of guys playing a piano and banjo duet. Well, my wife doesn't like a banjo, so I just tuned it right out and gave her a piano solo."

**On the Alleys**

Friday, March 20  
Western Sheet Glass vs. Tansey Barbers

Saturday, March 21  
First National Bank vs. Western Sheet Glass

**THE AMERICAN**

Permanent Waving  
A Perfect Wave in Perfect Comfort  
**Mildred Mary Gordon**  
Torrance 109-M Lomita 339

**Our Want Ads. Bring Results**

**OBSERVATIONS**

(Continued from Page 1)

screen presentation; to avoid picturization of books or plays which can be produced only after such changes as leave the producer subject to a charge of deception; to avoid using titles which are indicative of a kind of picture which could not be produced, or by their suggestiveness seek to obtain attendance by deception, a thing equally reprehensible; and to prevent misleading, salacious or dishonest advertising."

"To make this equally effective for all, a method was adopted by which, when the scenario department of any of the companies was offered the picture rights of a book or play which did not meet these provisions, it would decline to picture the book or play and would notify Mr. Hays' office of its rejection.

"The rejection, naming the book or play, if confirmed by Mr. Hays' office, would be forwarded to the other members. Thus they, as Mr. Hays expressed it:

"Having their attention directed to the subject in question, have the opportunity of avoiding the making into a picture of the novel or play under discussion."

"OF the success of this scheme Mr. Hays said:

"During the year just passed the plan I have described has resulted in more than 100 books and plays—including some of the "best sellers" and stage successes—being kept from the screen because our members believed them unsuitable for picturization. There have not been more than half a dozen disputed instances.

"Some pictures have been made which might very well have been omitted. A few have been made which should not have been made at all. But, as I have said, more than 100 questionable books and plays have been kept from the screen voluntarily by our members by this reasonable method, which is not censorship in any case. No censorship could bring these results."

**Footprints of Longworth Babe Prevent Identification Error**

**The Chicago Lying-in Hospital**

FOOT PRINTS

MARY Longworth SEX Girl

DATE OF BIRTH 2-14-25 WEIGHT 2960

6lbs 3/4

Mrs. Alice Roosevelt Longworth has the satisfaction of knowing absolutely that the wee daughter who cuddles by her side in a Chicago maternity hospital is her own, and not some other mother's. To prevent a mistake in identification the child's footprints were taken immediately after its birth. The record is shown.

**CHARGE ACCOUNTS**

Rappaport's welcome charge accounts. It is a branch of our SERVICE, that has been carefully worked out to avoid embarrassments to you.

We welcome charge accounts because it helps us get acquainted. We are afforded the pleasure of calling you by name, of knowing your likes and your dislikes. We would like to know your size, your type and what will be of most interest to you. Our buyers can then keep you in mind when selecting goods for our store.

A charge account at Rappaport's will also be very convenient for you. You can drop in whenever you are near the store and pick up the little things you need whether you happen to have your purse with you or not. You save time in avoiding waiting for change, and if your account is paid regularly, you will have a valuable credit rating to which you can refer others when asking for credit at other stores.

Charge accounts are payable on or before the 10th of the month following date of purchase.

Come in and introduce yourself. We shall be glad to enroll you in our host of regular charge customers which include not only the oldest families of Torrance but some of the very newest residents.

**RAPPAPORT'S**  
Torrance